

INFORMATION EXCHANGE

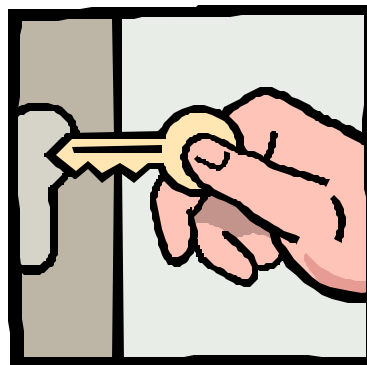
February 2005

Resources for Workforce Development Programs

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The Key To Your Program's Success



Could Be Just a Phone Call Away!

Call the Employment Training Network (ETN) and unlock the secret to great technical assistance for your Workforce Investment Act Program!

Our consultants will come on site and open the door to ideas to help improve your current program or provide assistance with starting up a new program.

We have a lending library containing a wide variety of current resources on key workforce development topics!

The ETN can also reimburse travel expenses associated with visiting other programs. Latch onto ideas of how others are providing services similar to yours.

All keyed up over program-related issues? Call the ETN at (916) 654-8896 and you'll find a user-friendly process and staff who are happy to help!



Workforce Development Update

The Capacity Building Unit (CBU) of the Workforce Investment Division provides staff development training and technical assistance to the workforce community, at no cost to the requesting agency.

The CBU curriculum is focused on the Workforce Investment Act (WIA). Courses are listed in the CBU Catalogue located at: www.edd.ca.gov/wiarep/wiacat.htm. Please consult the Training Calendar at www.edd.ca.gov/wiarep/wiacal.htm for the most current schedule.

A sampling of courses currently being offered is described below:

Exit Strategies for Adults and Dislocated Workers

The CBU would like to help you continue your 2005 program year with a new and improved *WIA Exit Strategies for Adults and Dislocated Workers*. This workshop is designed to enhance delivery of services and maximize positive performance outcomes. The main focus is to formulate service strategies that will increase your positive performance measures while enhancing your clients in their cycle of WIA services both during and after program participation. Practitioners will learn strategies and techniques to: increase skill attainment; increase first-quarter employment outcomes; increase third-quarter job retention; increase credentials and increase wage progression.

Call Don MacMillan at (916) 654-8308 or e-mail dmacmill@edd.ca.gov if you are interested in hosting this workshop. Due to the high demand for this workshop, all requests will be scheduled on a first come basis. Please check the CBU Calendar for an upcoming schedule of this workshop.

Cost Allocation Planning

The CBU would like to announce a new workshop “Cost Allocation Planning”, which has just been developed at the request of several LWIAs. This workshop has been designed with the WIA Subcontractors in mind. It will focus on describing what a Cost Allocation Plan (CAP) is and how it is used. Practitioners will enhance their knowledge of how to develop a cost allocation plan, what it must contain, as well as what can and cannot be used as allocation bases for the

CAP. All attendees will come away with an understanding of cost allocation and cost pooling and the 4-Step Method of CAP development.

Call Don MacMillan at (916) 654-8308 or e-mail dmacmill@edd.ca.gov if you are interested in hosting this workshop. High demand for this workshop is expected and all requests will be scheduled on a first come basis. Please check the CBU Calendar for an upcoming schedule of this workshop.

WIA Exit Strategies for Youth Programs

The CBU would like to provide you with strategies to improve performance outcomes for Youth Programs.

The *WIA Exit Strategies for Youth Programs* workshop is designed to enhance service delivery and maximize positive performance outcomes. The primary emphasis is to formulate service strategies that will engage job, training and education seekers in the cycle of WIA services during and after program participation to increase positive outcomes.

If your agency needs to improve one or more of the Youth performance measures, then this workshop is for you!

Practitioners will learn strategies and techniques to:

- Establish Short and Long-Term Goals
- Increase Employment and Retention Outcomes
- Attainable Credentials for Older Youth
- Engage Youth in the Cycle of WIA Services
- Increase Wage Progression
- Enhance Case Management Strategies
- Increase Retention (Follow-up) Activities
- Reduce Unwanted Soft Exits
- Reduce Cannot Locates
- Develop a Win-Win Service Strategy

Call Rick Record at (916) 653-5244 or e-mail hrecord@edd.ca.gov if you are interested in hosting this workshop. Continuing Education Units (CEU) are now being offered with this workshop. Due to the high demand for this workshop all requests will be scheduled on a first come basis.

Training Opportunities

Mark Your Calendars!

California Workforce Association (CWA) and Larry Robbin & Associates - *You Can Be a Change Agent! How to Motivate At-Risk Youth Toward Employment!*

February 23, 2005 - Los Angeles Area

February 28, 2005 - Oakland Area

March 17, 2005 - Fresno, CA

National Association of Workforce Boards (NAWB) - *The Way Ahead Forum 2005*

March 3-5, 2005 - Washington, DC

www.nawb.org

California Council for Excellence 11th Annual Conference - *Mission Excellence: Reaching New Heights for Organizational Improvement*

March 17-18, 2005 - Riverside, CA

www.calexcellence.org

California Workforce Association (CWA) Annual Spring Conference - *Preparing a Ready, Willing & Able Workforce - An Out of the Ordinary International Event for One-Stop Center and Dislocated Worker Practitioners*

March 29-31, 2005 - San Diego, CA

www.calworkforce.org

National Association of Job Training Assistance (NAJA) *23rd Annual Conference*

March 21-25, 2005 - San Francisco, CA

www.naja.org

Department of Labor Region 6 - *Building Employment Opportunities for People with Disabilities 2005 Training Forum*

March 29-31, 2005 - Sacramento, CA

www.cce.csus.edu/conferences

Department of Rehabilitation Training

The Disability Access Section (DAS) of the Department of Rehabilitation (DOR) provides services regarding disability awareness and program and physical access at the One-Stop Career Centers. DOR offers free training and consulting services to One-Stop Career Center staff and partners. For more information, please contact the DAS Training Coordinator, Bobby Aglubat at (916) 263-8695 or email dastraining@dor.ca.gov.

HRMS Creates Online Job Search Course

HR Management Services, Inc. (HRMS) has created an online version of its successful *Dot.com Job Search* instructor-led, classroom course - successfully taught to thousands of job seekers and professional men and women throughout the workforce development system since 1999.

Dot.com Job Search provides easy to follow instructional lessons organized around 10 steps associated with the job search and career transition process. Within each step, you will find specific lessons providing detailed, interactive directions on which web sites to use, the strategy behind their use, the sequence of their use, and most importantly, how to use them effectively. *Dot.com Job Search* also includes e-mail customer support. HRMS certified instructors are available to answer any questions you may have about lesson content.

HRMS staff has spent thousands of hours researching the Internet to find the very best web sites, techniques and tools that will increase your job search productivity. For more information, please visit www.hrms-netassets.net/templates/template.asp?articleid=616&zoneid=5

DOL Sponsors Disability Training Forum

The U.S. Department of Labor (DOL) Region 6 is sponsoring *Building Employment Opportunities for People with Disabilities 2005 Training Forum* in partnership with the California Department of Rehabilitation and the Employment Development Department. This training forum will be held on March 29-31, 2005, at the DoubleTree Hotel in Sacramento, California.

The DOL Region 6 Training Forum offers an opportunity for professional development and networking with human resource professionals, One-Stop Career Center staff, community partners, and others. The Training Forum is an opportunity to learn and share information about the challenges and solutions in helping people with disabilities access training and find employment.

For more information visit www.cce.csus.edu/conferences and click on Current Conferences. The cut-off date for registering at the hotel is March 8, 2005. If you have any questions, please contact Sue Bristow at (916) 653-0164 or via e-mail at sbristow@edd.ca.gov.

Disability Training

Leave a LEGACY of Changed Lives!

Workforce development professionals throughout California can enhance their careers and gain valuable new skills in providing quality services to customers with disabilities through LEGACY, a ground-breaking training program. Created by QUEST Diversity Training & Consulting in collaboration with the City of Los Angeles, LEGACY is designed specifically to equip One-Stop staff and other service providers with the skills to provide quality employment services to persons with disabilities. Through LEGACY, participants can earn a nationally recognized certification as a Disability Services Specialist. LEGACY also helps meet requirements for the Certified Workforce Development Professional.

LEGACY training is state-of-the-art, and includes a combination of online and live training modules that address service delivery issues for customers with various types of disabilities. The structure of the training allows the student maximum flexibility to participate, and each online course is self-paced and downloadable.

There are currently over 2,000 students enrolled in LEGACY throughout California, and over 300 have earned certification as Disability Services Specialists. Many California LWIBs have requested live LEGACY training for One-Stop and partner staff in their areas. For example, the Sonoma County Job Link and SonomaWORKS recently hosted four training sessions for over 60 participants, and now includes LEGACY as part of their mandatory staff training program.

“Legacy enabled us to train a large number of staff from a variety of service providers. One-stop staff from the receptionist to the LWIB director has been made more aware of how to best serve customers with disabilities. The training was not only enlightening but was also entertaining with a good mix of concrete information reinforced with enjoyable activities.”

Alix Shor, Employment & Training Program Coordinator, Sonoma County Job Link and SonomaWORKS

For more information about LEGACY training, contact Michael Pearson, QUEST Diversity Training & Consulting at jmichaelpearson@diversityquest.org.

Marketing

Employer Outreach: Good Customer Service

Local Workforce Investment Boards are starting to implement employer market surveys asking them for input about what types of services they want from the public workforce system and how they want to be serviced. Most employers echo that they want a responsive, single point of contact within the public workforce system.

Why is this such an important aspect to customer service? Employers want good customer service that saves them valuable time and helps them improve productivity. Having to tell their story repeatedly to individual contacts and/or not getting a timely solution is a surefire way to lose a customer. Here are some tips to maintain good customer service with our valued employers:

- Return calls within the same business day. If necessary, have your phones forwarded while you are in the field and/or provide a cell phone number for customers requiring immediate attention.
- Keep a database of contact information including profiles and special needs of businesses. Learn your customers' needs and what they expect.
- Use a tickler system as a reminder for important follow-up action items. Credibility is lost when follow-through does not happen.
- Understate your expected delivery date and then overdeliver. For example, if you think you can meet an employer's deadline by Wednesday at noon, tell them 2:00 p.m. and then deliver early.
- Ask for feedback. Let employers know that the ultimate goal is to provide excellent customer service. Ask periodically for feedback to ascertain if their expectations are being met, exceeded, etc.

(Reprinted from National Marketing Workgroup January Newsletter, www.fullcapacitymarketing.com)

The Road to Sector Success: A Guide for Workforce Boards

Many WIBs are using sectoral strategies to strengthen their outreach to the business community. Visit www.nawb.org for some how-to's for adopting this strategy and lessons learned.

DOL-Sponsored Study Highlights NOVA's Success

NOVA, the Workforce Investment Board serving northern Santa Clara County in California, has been selected for its outstanding performance by the National Business Learning Partnership (NBLP), a collaborative of Workforce Investment Boards, the U.S. Department of Labor and the Business Relations Group. NBLP's mission is to "facilitate the transition to a demand-driven system, accelerate improvements and encourage innovation." Local workforce systems that demonstrate excellence in service delivery are chosen as mentors for other workforce systems. In 2004, NOVA was proud to have been chosen as a mentor for its customer-driven business services.

In an effort to promote a demand-driven, business-oriented workforce system, NBLP undertook a study that highlights NOVA's innovative services. The study, "Learning to Be Demand Driven: A Case Study of NOVA," examines how NOVA addressed several challenges to remain responsive to both business and employees. NOVA was one of four workforce boards chosen for in-depth study with the intent of improving workforce service delivery throughout the country. The goal is to inspire similar agencies as they confront challenges of their own.

For example, one challenge such programs typically face is meeting the needs of regional demands. How NOVA accomplishes this demonstrates the importance of considering community characteristics, skill shortages, ethnic mix, commutes to work, and educational opportunities. All of these are factors that add complexity to the task of integrating an agency into a region. The lesson here is that it's more than just serving a community that makes a program effective; it's becoming part of the community through partnerships and local participation that results in success.

In the words of the author, San Jose State University anthropologist Charles N. Darrah, Ph.D., this NOVA case study is intended to compel similar agencies to question their assumptions about their regions, their workforce needs and how they meet those needs. The study is designed to be helpful to other agencies not as a guide to emulate NOVA's specific practices, but to "address in their own way the challenges of their region." Thus, the study is less about best practices than examining the challenges that agencies confront in their attempt to become successful, demand-driven systems.

The study is organized into six sections, each addressing a challenge faced by NOVA on issues of region, learning about workforce needs, outcomes, time management, managing varied demands and "effective efficiencies" or productive networking. An inquiry guide is included to help readers apply the principles of becoming demand driven to their own organizations. A brief section summarizes the key principles for becoming a demand-driven workforce system, reminding readers that this is a "process that never really ends."

Link to full text of study: www.novapic.org/whats_new/
Contact information: Mike Curran, Director, NOVA Workforce Investment Board, 505 West Olive Avenue, Suite 550, Sunnyvale, CA 94086, telephone (408) 730-7232.

Worthy Web Sites

I Can Afford College Campaign

A new web site has recently been launched that will serve as an information resource for students who need help finding ways to pay for college.

This web site, www.icanaffordcollege.com, was developed to directly connect students and potential students with nearby financial aid offices that can provide one-on-one assistance with the financial aid application process. For those that do not have Internet access, a toll free helpline, 1-800-987-ICAN (4226), connects callers to the community college financial aid office of their choice within a 25-mile radius of their zip code.

Disability Benefits Web Site

The California Work Incentives Initiative at the World Institute on Disability has launched a new web site, www.disabilitybenefits101.org, for workers and job seekers with disabilities.

Disability Benefits 101 features descriptions of state, federal and private benefit programs and how they work with employment, and provides accurate information to help persons with disabilities improve their employment, health coverage, and benefits. It also contains useful information for benefits planners and service providers.

Check It Out!

The resource materials listed below are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.

SUBSTANCE ABUSE

Treatment Works!, Where to Find Help in California Communities for Alcohol and Other Drug Problems, California Department of Alcohol and Drug Programs (J1901)

Integrating Alcohol and Drug Treatment Into a Work-Oriented Welfare Program: Lessons From Oregon, Mathematica Policy Research, Inc. (J1870)

Steps to Success, Helping Women with Alcohol and Drug Problems Move from Welfare to Work, Legal Action Center (J1869)

CUSTOMER SERVICE

Twenty Ways to Improve Customer Service, Crisp Publications (J2015)

180 Ways to Walk the Customer Service Talk, The How-To Handbook for Everyone in Your Organization, The Graphics Group (J1954)

Customer Satisfaction, The Other Half of Your Job, Crisp Publications (J1707)

Delivering Quality Service, Balancing Customer Perceptions and Expectations, The Free Press (J1653)



MOTIVATION

Ten Steps to Positive Self-Esteem: Ways to Boost Your Self-confidence, LINX Educational Publishing, Inc. (Video) (J2194-AV)

100 Ways to Motivate Yourself, Change Your Life Forever, Career Press (J2167)

JOB RETENTION

Job Survival, How to Adjust and Keep Your Job, JIST Publishing (J2218)

Providing Services to Promote Job Retention, Mathematica Policy Research, Inc. (J1785)

BARRIERS TO EMPLOYMENT

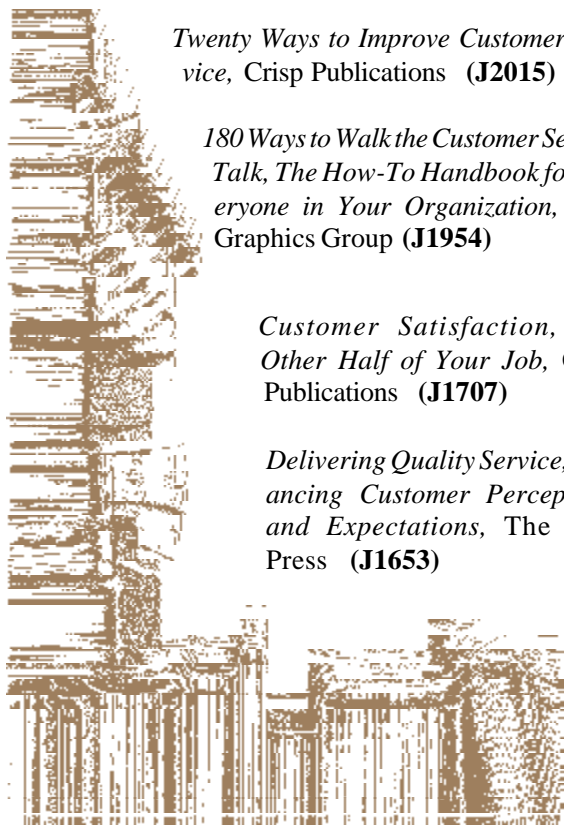
Barriers to Employment Success Inventory (BESI), Second Edition, JIST Works (J2204)

Case Management for the Hard-to-Employ, What Makes Your Client Employable?, Career Point (Video) (J2105-AV)

No One is Unemployable, Creative Solutions for Overcoming Barriers to Employment, Worknet Publications (J1659)

HIGH-RISK YOUTH

Working Ahead: A Guide for Connecting Youth Offenders with Employment Opportunities, U.S. Department of Labor, Employment and Training Administration (CD-ROM) (J2277-CD)



INFORMATION EXCHANGE

February 2005

Monday

Tuesday

Wednesday

Thursday

Friday

	1 Let's Talk Business <i>Riverside-</i> <i>(951) 955-9139</i> One-Stop Connection: "Employment and Training Opportunities for Current and Emancipated Foster Youth" Workshop <i>Modesto-(209) 558-2107</i>	2	3 Youth Advisory Groups <i>Los Angeles-</i> <i>(213) 485-0926</i> WIA Exit Strategies for Adults & Dislocated Workers <i>San Joaquin County-</i> <i>(209) 468-3603</i>	4
7	8	9 One-Stop Connection: "Employment and Training Opportunities for Current and Emancipated Foster Youth" Workshop <i>Los Angeles-</i> <i>(213) 738-3843</i>	10	11
14	15	16 WIA Exit Strategies for Youth Participants <i>Alameda-(510) 259-3802</i> Managing for Success <i>Marin County-</i> <i>(415) 472-3322</i> One-Stop Connection: "Employment and Training Opportunities for Current and Emancipated Foster Youth" Workshop <i>Sacramento-(916) 874-3386</i>	17	18
21	22	23 WIA Youth Performance Management <i>Merced-(209) 724-2045</i> Cost Allocation Planning <i>Los Angeles-</i> <i>(213) 485-0926</i> Youth Services Strategies <i>Los Angeles-</i> <i>(213) 485-0926</i>	24 WIA Exit Strategies for Youth Participants <i>San Joaquin County-</i> <i>(209) 468-3603</i>	25
28				

*Training in shaded boxes conducted by the Capacity Building Unit - www.edd.ca.gov/wiacal.htm

INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK
c/o EDD/WID
PO Box 826880 MIC 69
Sacramento, CA 94280-0001

THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

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The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

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